

# Sponsor Visibility



Recognition, Branding and Engagement with 10,000+ JFS Stakeholders

JFS	\$36,000 Presenting	\$18,000 Premier	\$10,000 Community Builder	\$5,000 Leader	\$2,500 Champion	\$1,000 Idealist*	\$500 Nonprofit Partner
Newsletter Underwriter	One Year JFS E-news; 26X/year to 4,000+	One Year NNORC E-news; 52X/year to 2,100+	JFS Jewish Journal 9x/year to 1,950+				
Name/Logo on Signage at Community Tabling Events	✓	✓	✓				
JFS Toolkit**	Full-Page Ad	Full-Page Ad	Half-Page Ad	Quarter- Page Ad			
JFS Community Program or Series Sponsor	Series	Series	Program	Program			
Volunteer Opportunity for Company Employees	✓ with Featured PR	✓ with Premier PR	✓ with Prominent PR	✓	✓	✓	✓
Name in Newspaper Ads/PR	✓	✓	✓	✓			
Sponsor Shout Out on Social Media	Featured 3X	Premier 2X	Prominent 1X	✓	✓	✓	✓
Recognition in Event materials	Premier @ 3 Events	Prominent @ 2 Events	Prominent @ 1 Event	Logo/Name @ 1 Event	Logo/Name @ 1 Event	Name @ 1 Event	Name @ 1 Event
Logo/Name on Website (All levels receive online congratulatory message to honorees.)	Premier with Live Link & Company Description	Prominent with Live Link	Prominent with Live Link	Logo with Live Link	Logo with Live Link	Name	Name
Tickets to Event of Choice	10	8	6	4	2	2	2

## Event Specific Visibility

\* Businesses within [the Albany NNORC](#) receive three, 1/8-page ads in the printed newsletter, mailed to 5,200 adults 60+ in Albany.

\*\* The JFS Toolkit is a 20+ page guide and workbook to help navigate everyday life circumstances. Over 3,200 booklets will be distributed throughout the region.

## JFS 2025 Events

### Mensches & Mimosas: June 5, 2025

Honoring Rabbi Scott L. Shpeen and nearly 30 exceptional community members who go above and beyond with their compassion and dedication. Over 1,000 viewers at this virtual celebration.

### Volunteer Recognition Brunch: Summer 2025

In-person celebration of the over 150 dedicated volunteers who help make JFS services possible.

### Center for Resilience Grand Opening: Fall 2025

Celebration of the new JFS counseling and support center at 184 Washington Avenue Extension, Albany. Expected attendance of over 200 guests with food, music and tours.